

**Every Glass
of Schlitz in
Brown Bottles
means Safety
from germs in
drinking water**

Its carbonic acid gas hinders bacterial development in your system—Schlitz beer is as unfriendly to germs as the Brown Bottle is to the damaging effects of light.

Drink Schlitz each day. The Brown Bottle protects it. Its nutritive value is unimpaired by light. That's why it tastes so good.

Drink

Schlitz

Phone 154
Bachechi Mercantile Co.
First St. and Tijeras
Albuquerque, N. M.

*See that crown
is branded
"Schlitz"*

**in Brown
Bottles**

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The Beer That Made Milwaukee Famous.